

APR 25 1922 ✓

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OTHER WOMEN'S CLOTHES ✓

Photoplay in six reels ✓

✓ From the story THE LUXURY TAX by Ethel Donohue ✓

Directed by Hugo Ballin ✓

Author of the Photoplay (under Sec. 62)
Hugo Ballin Productions, Inc. of the U. S. ✓

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"OTHER WOMEN'S CLOTHES"

APR 25 1922

Every woman on earth is interested in the clothes that other women wear. Hugo Ballin had this fact in mind when he made his latest super special production, "Other Women's Clothes," featuring Mabel Ballin, Crawford Kent and Raymond Bloomer.

The story of "Other Women's Clothes" will appeal to the heart of every woman in your audience. It is a story about a girl named Jacqueline Lee, who coveted the beautiful clothes of her more fortunate sisters.

Jacqueline was a show girl. When the show stranded she came back to New York and found employment with a fashionable modiste. One day chance sent her to the home of a wealthy patron, where she experienced encounters with two men of the idle rich class. One should have been a warning. The other acted as a stimulant to her desires.

A month later Jacqueline left the modiste's. She had inherited a fortune, presumably bequeathed her by an old lady whom she had once befriended. Jacqueline's ambition had been realized. Every luxury, refined surroundings—beautiful clothes—were within her grasp.

Then came the awakening, that a man—not the old lady, as she had supposed—was her benefactor. People began to talk. Her friends sneered openly at her. From the highest pinnacle of happiness she plunged to the depths of despair, her heart broken, her spirit crushed.

The heart of every man and woman in your audience will go out to Jacqueline in this moment of anguish, and will follow her, slowly, steadfastly, through the succeeding developments of the story that eventually bring back the smiles of happiness to her lips.

In "Other Women's Clothes" exhibitors have a combination of story and title that offers unprecedented selling possibilities. Sixteen million potential women patrons are waiting for your announcement.





80%

OF THE P MOTION THEAT WO

More than seventeen million persons attend motion picture theatres in this country every day. Of this vast number more than thirteen million are women. Consider this point. Thirteen million women, who, although of different stations in life, have one thing in common—they want beautiful clothes.

Imagine the unlimited source of patronage that this production opens up for you. Thirteen Million women, many of whom have worn "Other Women's Clothes," thirteen million women, many of whom enjoy seeing "Other Women's Clothes," thirteen million women many of whom have talked of "Other Women's Clothes," and finally, thirteen million women who daily, almost hourly, analyze, the clothes that other women wear.

Already you can see the vast exploitation and advertising possibilities that this latest Hugo Ballin production offers you. Consider the number of department stores and women's apparel shops that will tie up with you because of the sure-fire selling title that you can give them to work with.

Think of the wonderful opportunity that you have to put on a style show for a prologue. Think of the lobby display possibilities. The productions on the market today that offer anywhere near the

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Moreover, you have
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ture can be counted on the fingers of one hand.

Moreover, you have nothing to fear in regard
to the possibility of the picture not delivering satis-
faction. In plot development, sustained interest
and entertainment value the production has no
equal. Hugo Ballin has never made a failure.

"Other Women's Clothes," a story of a modern
New York girl, has the box-office punch from start
to finish and is by far the finest motion picture
this master director has made for Hodkinson re-
lease, which is some statement when one considers
the successes he has made in the past.

"Other Women's Clothes" will make money. It
will make big money, and the exhibitor who enjoys
making big money will arrange play-dates now.
This is a picture that will be booked fast, because
live-wire exhibitors will be quick to realize that
here is an attraction with which they can even old
scores.

"Other Women's Clothes" is a ninety-nine per-
cent production. It is a ninety-nine percent box-
office story and the title is a ninety-nine percent
box-office title. It's a title that hits home, a title
that strikes a responsive note in the heart of every
woman in your neighborhood.



OTHER WOMEN'S CLOTHES

A title with 99% Box Office Money Making Possibilities

"Other Women's Clothes" offers a wonderful opportunity for a style show prologue, and the act can be put on at little or no expense to the theatre.

The idea is to stage a style parade. Get the leading gown shop in your neighborhood to lend you the gowns and make a similar arrangement with one of your millinery shops. The girls who take part in the style parade can be neighborhood girls. Put the show on in the form of a contest, offering a small cash prize to the girl who receives the most applause. The act can be put on before the opening of the picture. The prize feature will tend to stimulate interest in the show and the girls who take part will get their friends to work for them. To repay the shops for the use of the hats and gowns place two half-sheet cards on the stage reading: "Hats loaned by Elite Hat Shop," and "Gowns loaned by Modern Gown Shop." This advertising will more than repay the shops for their use of the apparel.

The lobby display can be made very attractive by using wax figures dressed in attractive spring and summer styles. The same arrangement that you make with the various shops for the use of hats and gowns for the prologue will serve to secure the models and gowns for your lobby. In order to protect the wax figures, and also to make the display more attractive, set the figures in a space in your lobby which has been roped off. The billing can be placed on a banner over the display and the credit cards set on small easels.

The picture also adapts itself readily to store tie-ups in the form of window displays on spring

and summer styles. Special gowns and hats are not needed; an apparel shop is constantly changing its window modes in its windows. Simple cards reading, "Don't Buy Clothes," and get a few stores to place these in the usual displays of gowns and

A good street ballyhoo using the "find the woman" isn't spoiled by occasional always get results. Engage a lady to appear on the streets at appointed hours. In your announce that free tickets to the person who identifies the "Other Woman's Clothes." prize it will be necessary for the girl in question and say "Other Women's Clothes." question happens to be the person who approaches the picture. Newspapers report to follow the "woman" mistakes are frequent and. In this way you will reap the additional publicity.

The Salvation Army will on this picture. Get them for old clothes and place a reading, "We are collecting Clothes." Co-operate with in your newspaper advertisement leave their old clothes at the



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and summer styles. Special window displays of gowns and hats are not necessary, as the average apparel shop is constantly displaying the latest modes in its windows. Simply make out half-sheet cards reading, "Don't Envy Other Women's Clothes," and get a few of the most progressive stores to place these in their windows with their usual displays of gowns and hats.

A good street ballyhoo can be worked out by using the "find the woman" stunt. A good trick isn't spoiled by occasional use, and this is one that always get results. Engage an attractive young lady to appear on the streets and in different stores at appointed hours. In your newspaper advertising announce that free tickets will be given every person who identifies the woman who is wearing "Other Woman's Clothes." In order to secure the prize it will be necessary for a person to approach the girl in question and say: "You are wearing 'Other Women's Clothes.'" If the woman in question happens to be the right one she will give the person who approached her two tickets for the picture. Newspapers generally assign a reporter to follow the "woman" in these stunts as mistakes are frequent and it furnishes good copy. In this way you will reap the benefit of considerable additional publicity.

The Salvation Army will also tie-up with you on this picture. Get them to open a headquarters for old clothes and place a sign in the windows reading, "We are collecting 'Other Women's Clothes.'" Co-operate with the Salvation Army in your newspaper advertising, urging women to leave their old clothes at the Salvation Army store.



A PICTURE WORTH ADVERTISING



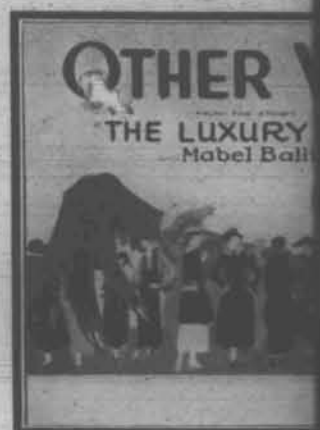
Newspaper advertising plays one of the most important parts in the development of a successful exploitation campaign. In comparison it is like the second line of defense in a battle line.

The favorite maneuver of an admiral is to silence shore batteries with long range guns on his big ships while the gun-boats dart in and raid the town. One unit, working in conjunction with the other unit, insures success.

This is a plan that can be carried out with equal success in showmanship. Plan out every detail of your exploitation, including prologue, lobby display and street stunts. Then support this campaign with an intensive drive in the newspapers.

By linking your exploitation campaign with your newspaper campaign you are developing a sales drive that is bound to net big returns. Your newspaper advertising forms the second line of defense for your lobby display and street stunts. It also ties up with whatever window displays you have arranged, and with the individual advertising of the stores that are making a play on the title of your picture.

The newspaper advertisements which are reproduced in reduced size on this page give you an excellent idea of their business-getting value. They can be obtained in sizes ranging from one column to four columns. The one and two column advertisements are supplied in mat or plate form. The four column advertisements are supplied only in mat form.



One of the most valuable campaigns is the paper display. An effective paper at his disposal, he need never worry. It is only when an exhibitor has a good paper that he has value.

In the case of "Other Women's Clothes" the paper offers unusual value. Don't use it sparingly. Use it liberally. That anything worth doing is worth doing right.

The twenty-four sheet "Other Women's Clothes" is one of the best produced. It will attract every person who sees it. It should be placed on a special stand like this one is. It is asked for it and an entire liberal use of them.

The six-sheet present lobby is a piece of paper that is equally attractive. As it has seldom been a one-sheet lobby could approach in selling value provided for this product.

A liberal use of the page will tie up with your exploitation campaigns.

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24 SHEET

One of the most valuable details in a publicity campaign is the paper display. If an exhibitor has effective paper at his disposal, and makes good use of it, he need never worry about the results. It is only when an exhibitor fails to make use of good paper that he has any reason to doubt its value.

In the case of "Other Women's Clothes," the paper offers unusual business-getting possibilities. Don't use it sparingly. Remember the old adage, that anything worth doing is worth doing well.

The twenty-four sheet for "Other Women's Clothes" is one of the most striking stands ever produced. It will attract and hold the interest of every person who sees it. One of them ought to be placed on a special board over the marquee. A stand like this one is cheap at the price that is asked for it and an enterprising showman will make liberal use of them.

The six-sheet presents another striking design. Here is a piece of paper that will look well in the lobby. The three-sheets and the one-sheet are equally attractive. As a matter of fact, there has seldom been a one-sheet put on the market that could approach in selling value either of the one's provided for this production.

A liberal use of the paper illustrated on this page will tie up with your newspaper and exploitation campaigns.



3 SHEET A



1 SHEET A



SLIDE



SIX SHEET



1 SHEET B



3 SHEET B

HODKINSON EXCHANGES

Branch	Address
ATLANTA	106 Walnut Street
BOSTON	48 Melrose Street
BUFFALO	145 Franklin Street
CHICAGO	730 South Wabash Avenue
CINCINNATI	124 East Seventh Street
CLEVELAND	21st Street and Payne Avenue
DALLAS	1912½ Main Street
DENVER	1942 Broadway
DETROIT	139 East Elizabeth Street
KANSAS CITY	1627 Main Street
LOS ANGELES	838 South Olive Street
MINNEAPOLIS	506 Film Exchange Building
NEW ORLEANS	415 Dryades Street
NEW YORK	130 West 46th Street
OKLAHOMA CITY	123 South Hudson Street
OMAHA	314 South 13th Street
PHILADELPHIA	1324 Vine Street
PITTSBURGH	1010 Forbes Street
ST. LOUIS	3435 Olive Street
SALT LAKE CITY	60 East Fourth Street South
SAN FRANCISCO	284 Turk Street
SEATTLE	2020 Third Avenue
SPOKANE	4 South Bernard Street
WASHINGTON	916 "G" Street, N.W.

**HODKINSON
PICTURES**

A Hugo Ballin Production

from the story

by
Ethel Donohoe
featuring
Mabel Ballin



LAW OFFICES
FULTON BRYLAWSKI
JENIFER BUILDING
WASHINGTON, D. C.
TELEPHONE MAIN 885-886

Register of Copyrights
Library of Congress
Washington, D. C.

APR 25 1922

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of

Hugo Ballin Productions Inc.

OTHER WOMEN'S CLOTHES (6 reels)

Respectfully,

FULTON BRYLAWSKI

The Hugo Ballin Productions Inc. hereby
acknowledges the receipt of two copies each of the motion
picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
OTHER WOMEN'S CLOTHES	4/27/22	L: ©CL 17786

12 Copies Returned

APR 27 1922

Delivered in person.

The return of the above copies was requested by the said company, by its agent and attorney, on the 27th day of April, 1922, and the said Fulton Brylawski for himself and as the duly authorized agent and attorney of the said company, hereby acknowledges the delivery to him of said copies and the receipt thereof.

Fulton Brylawski

APR 27 1922

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